

Odeon's Naval Show Successful



Manager Holly Fuller of the Skyway Drive-In at London, Ont., organized an extensive exploitation campaign for his first Cinema-Scope attractions including considerable advance publicity for the installation of the equipment which was introduced with "The Egyptian." The Skyway was the first drive-in in the London district to have the new technique.

For the engagement of "The Caddy", a standard-size picture, Fuller had the co-operation of the Planters Peanut distributor for the parading of "The Peanut Man" on downtown streets with signs plugging the attraction. Another gimmick was a screwy marquee sign with some of the letters upside down. Fuller also sends out "Welcome to Baby" cards to parents of new babies, the greetings being good for a free admission for the mother and father.

No less than 60 prize winners were declared July 22 in the "You Win When You Drive In" contest which was running during the month of July at the Canadian and Lake Shore Drive-Ins, St. Catharines, for which an announced total of \$5,000 in merchandise gifts was offered. The final awards were to be announced after the end of the month.

'Dam Busters' Review On Editorial Page

Ottawa: An Associate Editor of the Ottawa Evening Journal (he's an aviation authority among other things and writes under the initial of INS) thought so highly of The Dam Busters when it played here at the Regent Theatre that he

(See DAM BUSTERS Page 4)

JARO's 'Above Us The Waves' Impresses Over 60 Scribes

Toronto: The Royal Canadian Navy is helping out in previewing—and publicizing—a new JARO movie, "Above Us The Waves."

Here's the navy's modest contribution:

Para's 'Girl Rush' On Toast of the Town

New York: The entire Ed Sullivan "Toast Of The Town" program coast-to-coast over CBS-TV network will devote its August 21 full-hour show to a tribute to Rosalind Russell and her first musical, (See GIRL RUSH Page 3)

1. One coastal escort vessel.
2. Two fleet escorts.
3. Three gate vessels.
4. Four Minesweepers.
5. Five Patrol craft.
6. A full day of fleet exercises, in which gunnery, mine sweeping, depth-charging and anti-air craft drill (in co-operation with the Navy Fleet Air Arm) will be

(See WAVES Page 2)

Hollywood Studio Reps Plan Two Week Tour Across Canada

Ottawa: Taylor Mills, Motion Picture Association of America prexy, reported to a special meeting of the Inter-Departmental Committee on Canadian Information Board in Ottawa a few weeks ago on the Canadian Co-operation Project.

A. A. Day, Department of External Affairs, who acted as chairman of the meeting, on introducing Mr. Mills stated, "The Canadian Co-operation Project . . . was now playing an even more significant role in an important sector of Canadian-American relations, the motion picture industry."

Highlight of Mr. Mills' report was his statement that, "The year before last was a bonanza year, with five feature films dealing with Canadian subjects, the most outstanding being Universal's "Saskatchewan."

During the coming year, he stated, there were a number of fea-

(See TOUR Page 2)

"Crockett" Conscious

Peterborough: Manager Art Cauley of the Paramount Theatre, Peterborough, secured a spectacular two-page spread in The Examiner prior to the opening of "Davy Crockett," large display

(See CROCKETT Page 3)

Baby's Birth Greeted "Not As A Stranger"

London: For the opening of "Not As a Stranger" at Loew's Theatre, London, Aug. 4, Manager Fred Jackson staged a "baby bonus" stunt in which he presented a \$50 prize to the first infant born in a local hospital on the first

(See STRANGER Page 2)

Harnick Attends Columbia Meet 'Laramie' & 'Eileen' Discussed

Toronto: Harvey Harnick, Canadian general sales manager for Columbia Pictures, attended a two-and-a-half-day meeting in New York chaired by A. Montague last week, of the company's domestic division managers and key Home Office sales executives.

Discussion included the large number of top productions looming ahead on the Columbia schedule, with special emphasis centering on the current box office success of "The Man From Laramie"

(See HARNICK Page 3)

FOTO-NITE WINS!

Charges against two Saskatoon theatres of operating a lottery (Foto-Nite) were dismissed last week by a Saskatoon judge in a written judgment.

Quebec Manager Wins Aug. Foto-Nite Award

St. Hyacinthe: Guy Langlois, Manager of the Maska Theatre in St. Hyacinthe won the Foto-Nite exploitation and promotion August Award.

Guy has arranged with a local merchant to sponsor a half hour vaudeville team every Foto-Nite. A special contest operated in conjunction with the vaudeville act advertises the merchant's place of business very effectively.

At the big St. Hyacinthe industrial exposition, Guy Langlois ar-

(See FOTO-NITE Page 2)

New TV Newsreel Co.

Toronto: A newreel service for television stations in Canada has been organized under the name of Canadian Television News Film Co-Operative with headquarters in

(See TV NEWSREEL Page 3)

Remember Variety Ball Nite, August 22, Maple Leaf Ball Park

WAVES

(Continued from Page 1)

thrown into the fray for good measure.

All this and preview, too, took place on Lake Ontario last Tuesday.

The navy was officially celebrating the 200th anniversary of the first time the white ensign fluttered on the Great Lakes.

And Odeon's nautical picture was given its North American premiere in fitting style — at sea.

Guest list for the big day included radio and television stations and newspapers in Toronto, Hamilton, London and Buffalo. CBC radio and TV representatives were also present, along with news agency, magazine and trade paper personnel. Newsreel cameras recorded the event for Odeon screens across the country.

The guests were picked up at Toronto and Hamilton by patrol craft and speeded to join the fleet, commanded by Rear Admiral Kenneth F. Adams, out on Lake Ontario. An 80-mile cruise climaxed with manoeuvres, and rounding off the all-day event, the film "Above Us The Waves" was shown simultaneously on the three largest vessels.

Strategy of the joint promotion was worked out by Odeon's advertising and publicity director, Jim Hardiman, Commander F. R. Pinfold of the Great Lakes Training Command and Lieut.-Commander A. J. Plosz, Staff Officer Information. Tommy Knight, J. Arthur Rank Film Distributors' ad-man, also worked on the arrangements.

"Above Us The Waves," a Second World War story of human torpedoes and midjet submarines, is due for more navy-Odeon treatment later.

When the picture has its first Toronto showing, the navy will erect a swimming pool in the theatre lobby, and frogmen will demonstrate their underwater skill.

'Bill Robinson Story'

Hollywood: Negotiations were completed last week for Universal-International to film "The Bill Robinson Story," based on the fabulous career of the great Negro entertainer, it was announced by Edward Muhl, vice-president in charge of production.

"The Bill Robinson Story" will be produced for Universal-International by Aaron Rosenberg, who performed a similar chore on the studio's greatest all-time success, "The Glenn Miller Story," and currently guiding the production of "The Benny Goodman Story."

TOUR

(Continued from Page 1)

tures in preparation in which the Project was interested, including a Warner Brothers film with Kitimat as a background and a film about the Dieppe raid called "The Sixth Day of June." Mr. Mills pointed out that Hollywood producers were always on the look-out for good story material and if suitable Canadian themes were offered to them they would be used.

Mr. Mills said that in 1954 eighteen shorts of Canadian origin, including several NFB films, or with Canadian subjects, were released. It was expected that the same number would be released through American distributors this year.

Mr. Mills said that one of his functions was to advise Canadian film producers about how to get their products accepted on the United States market. He pointed out that a number of Canadian film producers had now reached the point when they were ready to embark on feature productions but to be financially successful they must be able to sell to the American market. The C.C.P. was willing and anxious to give Canadian producers any advice or help possible.

Mr. Mills also mentioned a proposal which he had made to the Hollywood producers that a group of about 15 representatives of the motion picture industry, including producers, directors, script writers, etc., should make a two-week tour of Canada by air, probably in September. They would gain a great deal of knowledge about Canada and such a tour would produce valuable results for years to come. The tour would start on the West Coast and proceed to the East Coast covering as many places of interest as time allowed, and ending up in Ottawa. Mr. Mills said he would, of course, inform the Committee if it was found possible to arrange such a tour.

U-I Acquires Second Haas Production

New York: Universal-International has completed negotiations for the outright purchase of the Hugo Haas Production, "Hold Back Tomorrow", it was announced by Alfred E. Daff, Executive Vice-President, who said it would be accorded top release treatment. The picture was produced, written and directed by Haas and stars Cleo Moore and John Agar.

The story, which takes place almost entirely in a prison cell, deals with a man in "condemned row" whose last request is for the companionship of a woman. When the prison authorities bring him a girl who has just attempted suicide, they fall in love and are married by the prison chaplain before the man is taken to the gallows.

"Hold Back Tomorrow" is the second Haas picture U-I has purchased recently. The other was "Tender Hearts," in which Haas starred in addition to producing, writing and directing. Both are released in Canada through Empire-Universal.

L. W. Killam Dies

Montreal: A fabulous financier of Montreal who had a role in the development of Famous Players Canadian Corp., Izaak Walton Killam, died at his summer lodge, Cascapedia, Que., at the age of 70. Along with the late Sir Herbert Holt, he was associated with N. L. Nathanson when the latter was president and managing director during the period when the company was approaching its zenith.

Killam was president of Royal Securities Corp. and headed many industrial companies in Canada, Newfoundland and South America. He was the one-time owner of the Toronto Mail & Empire which he sold to the late George McCullagh. Killam stepped out of Famous Players when Nathanson resigned.

FOTO-NITE

(Continued from Page 1)

ranged for a special theatre booth. At this booth he had displays of coming motion picture attractions and also plenty of advertising for Foto-Nite. It was also possible for anyone to register for Foto-Nite at the theatre booth. Guy attracted attention to the booth by using the Foto-Nite vaudeville team and it is estimated that 32,000 people saw the vaudeville team perform.

The young lady selected as "Miss St. Hyacinthe" was crowned at the Maska Theatre booth attracting a crowd of 4,000 people. In front of the large number of potential theatre patrons, Guy invited "Miss St. Hyacinthe" to be his guest next Foto-Nite at the Maska Theatre. "Miss St. Hyacinthe" consented and the night she appeared on the stage, was one of the hottest nights of the summer. Guy reports record breaking Foto-Nite receipts.

The sponsor who supplied the Foto-Nite vaudeville team advertises Foto-Nite and the Maska Theatre on six delivery trucks which travel throughout the town and vicinity of St. Hyacinthe.

STRANGER

(Continued from Page 1)

day of the picture, the angle being that Olivia de Havilland plays the role of an operating-room nurse in the story.

Jackson arranged with the Victoria, St. Joseph's and Bethesda hospitals to list the exact time of births for the day. As expected, the stunt aroused wide interest.

'Savage Princess'

New York: "Savage Princess," a spectacular Technicolor adventure filmed entirely in India, will be released by United Artists.

Originally titled "Aan," "Savage Princess" was produced and directed by one of India's foremost movie-makers, Mehboob.



An overflow crowd outside of Shea's Theatre, Toronto, gathered at a nearby parking lot were addressed by visiting star Jack Webb after his PA on the theatre's stage last Friday night. Webb, star of Warner Bros. "Pete Kelly's Blues," is on a 30-city tour of United States and Canada and has been welcomed by overflow audiences everywhere.

GIRL RUSH

(Continued from Page 1)

"The Girl Rush," for Paramount. Miss Russell, Gloria De Haven, Eddie Albert, Marion Lorne, a trio of featured dancers and a chorus line from the production will appear on the show.

Frederick Brisson, who produced the Technicolor and VistaVision musical for Paramount, has assigned two writers to do a special book for the hour-long show. The score from "The Girl Rush," written and composed by Hugh Martin and Ralph Blane, will be sung and danced by the stars of the picture and the chorus. In addition to them Ella Mae Morse, who recently waxed two tunes from "The Girl Rush" for Capitol, will be flown to New York to guest on the show.

TV NEWSREEL

(Continued from Page 1)

Toronto.

The first chairman is Walter J. Blackburn, president of the London Free Press, London, which owns and operates TV Station CFPL-TV in the Western Ontario city. The membership, it is announced, includes the Canadian Broadcasting Corp., and privately owned stations as far as Saskatoon and Moncton.

The Tall Man

20th-Fox will follow playoff pattern set by "The Robe" when they launch "The Tall Men" starring Clark Gable and Jane Russell. Considered one of the company's most important attractions, it will open in a few choice pre-release situations in September.

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Across the Country

Toronto and District

George Shepherd, manager of the Odeon Theatre, Peterborough, has gone to the United Kingdom for a lengthy holiday visit during which the theatre is under the temporary management of Jim Dickinson, assistant to Manager Jim Chalmers of the Odeon, Ottawa.

The Golden Mile Theatre in suburban Toronto had success with an All-Disney program with the result that the Disney show had a repeat last week, the line-up consisting of "Peter Pan," "Pinocchio" and "Bear Country."

The Hamilton Motion Picture Projectionists Local No. 330 is continuing to advertise that the Hamilton Drive-In, recently opened, "does not employ union projectionists" but with additional information to the effect that three drive-ins there, the Skyway, Mohawk and the new Scenic, have members of the union in the booth.

Manager Joe Lefave of the Capitol Theatre, Windsor, staged a "Bargain Day" when, throughout the day, there were preview presentations of "The Magnificent Matador" along with the regular showings of "The Seven Year Itch," the engagement of which was on its final day.

As a summer inducement for the juveniles, Manager Ernie Crawford of the Biltmore Theatre, Kingston, adopted the policy of playing a third feature for the start of the matinee performance in addition to the regular double bill each day. The Biltmore also books the occasional touring stage show at night, such as Johnny Thorne and his Western Balladiers.

Manager Ernie Smithies of the Capitol Theatre, Kingston, made a profitable play with the edition of the Canadian Paramount News which showed the Old Fort Henry Guards, the "garrison" at the fortification at the Limestone City, in its goodwill visit to the U.S. base at Arlington, Va., during which they put on an old-time ceremonial drill. The film proved to be highly popular among Kingstonians.

Winnipeg

Twin daughters were born to Bob Shuster, head booker at Empire-Universal, and his wife, the former Esther Levine, on Friday, August 5th, at the Maternity Pavilion, General Hospital.

The Lyceum Theatre, Winnipeg, is altering the front of the theatre, by putting up a new marquee.

Visitors to Film Row included Hugh Vassos of Melville (we understand his new theatre will open in September); Bill Welykholowa of Kam-sack; C. Doerr of Melita and D. Girouard, Somerset.

The Butchko Bros. of Ituna, Sask., also visiting the City, report that they have sold their theatre in Theodore, Sask.

Vancouver

August closure of the Odeon-Hastings 1,000-seater marks the end of a theatrical era that goes back to 1906 when the first Pantages house was opened. The Hastings succeeded the Royal as the city's Pan house, was renamed the Beacon and then the Odeon-Hastings. Former manager of the Pantages was Lloyd Pantages now a projectionist at the down-town Studio Theatre.

Guy Walker in charge of Visual education films and radio equipment at the Essondale Mental Hospital and Woodlands School at New Westminster is installing the latest wide screen for the nurses and patients at both spots and is expected to get approval for a new up-to-date theatre

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HARNICK

(Continued from Page 1)

and plans for the Fall release of the CinemaScope musical "My Sister Eileen."

Columbia Pictures' release schedule for September list five feature films, the largest monthly total of the year. Included in the array are "Footsteps in the Fog," Technicolor Stewart Granger-Jean Simmons starrer; "The Night Holds Terror," melodrama based on an actual occurrence; "Special Delivery," romantic drama starring Joseph Cotton and Eva Bartok; and two Western adventures, "The Gun That Won The West," and "Apache Ambush."

CROCKETT

(Continued from Page 1)

space being taken by Simpson-Sears, Canada Packers Limited, F. W. Woolworth, Zeller's S. S. Kresge, Grafton's, Black's and Metropolitan Stores.

Canada Packers provided jars of York Brand Davy Crockett Peanut Butter to be given the first 25 boys or girls at the start of performances each four days while all children received a free Crockett badge, courtesy of the S. S. Kresge Co.

'Camera' Sets Record

New York: The management of the Little Carnegie Theatre, New York where "I Am a Camera" opened Aug. 8, has reported a net take of \$3,580 for the first day's performances, marking the highest opening day figures in the history of the showcase. Alliance Films will release the film in Canada.

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SuperScope & Color Featured In Coming Cardinal Film Releases

Toronto: Leslie Allen, of Cardinal Films with distribution through JARO, last week stated that Cardinal "is continuing to release for the coming year a large group of pictures with the emphasis on color and wide-screen for Canadian exhibitors, just when they need them most."

Currently in release is the British produced "Court Martial" which has played to excellent business at the top Odeon houses across Canada. Starring David Niven and produced by Romulus, "Court Martial" has been acclaimed by critics both here and in the United States as among the best pictures of 1955.

In addition to "Court Martial," Cardinal has ready for release films from Lippert and American Releasing Corp. with the films from the latter in the main being shot in SuperScope.

At the top of the release schedule is "Apache Woman," filmed in SuperScope and color, starring Wanda Hendrix, Lance Fuller, Joan Taylor and Richard Carlson.

"King Dinosaur," a science-fiction story of a prehistoric world of fantastic adventure come to life, to be run on the same double bill as the "Beast with 1,000,000 Eyes" — another exploitation picture filmed for wide screen in Terrscope.

Another outstanding double bill which will be released in September in SuperScope and color is "The Day the World Ended," with an all-star name-cast, coupled with "The Phantom" from 10,000

Leagues." The first-named picture is the most expensive picture ever released by Cardinal.

"Five Guns West" in Pathe color starring John Lund and Dorothy Malone who starred in "Battle Cry."

"Kentucky Rifle," produced in wide screen and color, starring Chill Wills, Lance Fuller, Cathy Downs, Jeanne Cagney, Jess Barker.

"Air Strike" — a startling new adventure picture of the air, starring Richard Denning and Gloria Jean, that is receiving the widest booking acceptance of any picture released by Lippert to date, including "Steel Helmet."

WB Net Profit Up

New York: Warner Bros. Pictures, Inc. and subsidiary companies report for the nine months ending May 28, 1955 a net profit of \$3,312,000 after a provision of \$3,500,000 for federal income taxes and after a provision of \$400,000 for contingent liabilities.

The net profit for the nine months ending May 29, 1954 amounted to \$2,536,000 after provision of \$2,250,000 for federal income taxes and after a provision of \$300,000 for contingent liabilities.

Across the Country

(Continued from Page 3)

at Essondale from the B.C. government.

Walter Duperrier was promoted from salesman to Branch manager of the Calgary branch of the International Film Distributors.

L. M. Bleakley, general manager of Perkins was here from Montreal conferring with Shirl Wilson his district manager here.

The old saying "If you can't lick 'em, join 'em" is in effect at the Delta Drive-in at Burnaby now featuring BINGO each night before the performances.

Judy Garland and her troupe grossed \$18,500, in a one night stand at Exhibition Forum, at a \$4 top. Show was sponsored by Vancouver Lodge B'nai B'rith, who made a profit of over \$8,000 for charity.

A group of Vancouver businessmen are behind the new studio a \$50,000 project on the North Shore being erected by Parry Films Ltd. Feature production is expected to get under way in October. Lou Parry, veteran Vancouver producer is the president.

Belgian Decoration For Adolph Zukor

Washington: The Belgian Embassy in Washington announced that it has pleased His Majesty, King Baudouin of the Belgians, to confer upon Mr. Adolph Zukor, Chairman of the Board of Paramount Pictures Corporation, the decoration of Chevalier of the Order of Leopold.

This distinction is being awarded to Mr. Zukor "in recognition of the services he has rendered to international understanding and the high quality of the motion picture productions of his company."

The insignia was handed to Mr. Zukor by His Excellency Baron Silvercruys, the Belgian Ambassador to the United States, during the ceremony which was held at the Belgian Consulate-General in New York on Monday, August 8, at 4 p.m.

Saint John Leads

Toronto: In the twelfth week of the Cardinal Films Division Billings Drive, first, second and third places were still held by Saint John, Vancouver and Calgary, respectively.

Can. Film Production Increases By 32%

Ottawa: A Canadian government report shows that 45 producing enterprises in the Dominion made moving pictures valued at \$2,106,131 or 32 percent more than the 1953 production. Private industry and government combined turned out 44,347,948 feet of film in 1954, compared with 39,637,565 feet in the preceding year.

Television films accounted for an increasing amount of footage. In both years 347 newsreel shots were produced for theatres but the number for TV use jumped from 249 in 1953 to 903 last year. The number of TV film commercials increased from 196 to 691.

DAM BUSTERS

(Continued from Page 1)

wrote a long and glowing review which was published on the editorial page under the two-column heading of Do We Remember?

This was in addition to the regular critique on the amusement page following the picture's premiere and personal appearance of Richard Todd.



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Chatter... That Could Matter!

By MAX CHIC

Below Us The Waves could have aptly been the name given last Tuesday's Canadian Naval operation on Lake Ontario with 15 ships participating, to launch the North American Premiere of JARO's "Above Us The Waves" executed with the cooperation of the Canadian Navy, Odeon and JARO . . . the Waves were beneath us for over 14 hours and a sun-baked group of over 60 newspaper, radio, TV and film personnel spent one of the most impressive days ever organized on this the first Naval Premiere at sea . . . Odeon and JARO executives, namely L. W. Brockington, Chris Salmon, David Griesdorf, Ted Forsyth, Frank Fisher and Frank Vaughan participated as their Red faces can easily testify . . . the Navy extended themselves in their hospitality, putting on a show crammed to the hilt with excitement, that kept everyone hopping for the full 14 hours . . . this appetizer served as a fitting fore-runner for the showing of "Above Us The Waves" . . . food served which consisted of a steak lunch and one of the most beautiful buffet dinners dished out on deck rounded out a perfect day . . . one of the highlights of the day for myself was lunch with Frank Vaughan and the Captain of the ship in his cabin.

As we go to press we learn that Canada won the District Manager's Prize for the United Artists Week held last July 1-7, testimony to the tremendous job being done by UA's Canadian General Manager, Charles S. Chaplin . . . Win Barron has been appointed to head up the annual Canadian Paramount Sales Drive which starts August 28 and runs to December 24 . . . more on these two items next week.

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"ABOVE US THE WAVES" PREMIERE. An explosion of depth charges from one of the 15 Canadian Naval ships that participated in an all-day junket on Lake Ontario, ending with the North American Premiere of JARO's "Above Us The Waves" aboard 3 ships anchored off Port Credit last Tuesday.



Trans-Canada



USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
House of Bamboo (20th-Fox) C'Scope & Color with Robert Ryan.

SHEA'S
Pete Kelly's Blues (WB) C'Scope & WarnerColor with Jack Webb.

EGLINTON
The Adventures of Sadie (20th-Fox) with Joan Collins & Kenneth More.

LOEW'S
5th wk. Interrupted Melody (MGM) C'Scope & Color with Glenn Ford.

UPTOWN
2nd wk. The Cobweb (MGM) C'Scope & Color with Chas. Boyer & Lauren Bacall.

ODEON & FAIRLAWN
Private War of Major Benson (E-U) with Charlton Heston & Julie Adams.

TOWNE
8th wk. Marty (UA) with Ernest Borgnine.

DOWNTOWN
Wichita (AA) & Dial Red O (AA).

MONTREAL

CAPITOL
Pete Kelly's Blues (WB) C'Scope & WarnerColor with Jack Webb.

LOEW'S
2nd wk. Love Me Or Leave Me (MGM) C'Scope & Color with Doris Day.

PALACE
2nd wk. Interrupted Melody (MGM) C'Scope & Color with Glenn Ford.

PRINCESS
A Life in the Balance (20th-Fox) with Ricardo Montalban & Ann Bancroft.

SNOWDON-OUTREMONT-STRAND
The Purple Mask (E-U) Tech. with Tony Curtis.

WINNIPEG

CAPITOL
The Seven Little Foys (Para.) VistaVision & Tech. with Bob Hope.

MET
2nd wk. We're No Angels (Para.) Vista-

Vision and Tech. with Humphrey Bogart.

GAIETY
3rd wk. The Seven Year Itch (20th-Fox) C'Scope & Color with Marilyn Monroe.

ODEON
One Desire (E-U) Tech. with Anne Baxter.

CALGARY

CAPITOL
House of Bamboo (20th-Fox) C'Scope & Color with Robert Ryan & Robert Stack.

GRAND
It Came from Beneath the Sea (Col.) & Creature with the Atom Brain (Col.).

STRAND
The Seven Year Itch (20th-Fox) C'Scope & Color with Marilyn Monroe.

UPTOWN
Francis in the Navy (E-U) with Donald O'Connor.

VANCOUVER

VOGUE
The Purple Mask (E-U) Tech. with Tony Curtis & Colleen Miller.

CAPITOL
We're No Angels (Para.) VistaVision and Tech. with Humphrey Bogart.

STRAND
2nd wk. The Cobweb (MGM) C'Scope & Color with Chas. Boyer & Lauren Bacall.

VOGUE & PARK
Private War of Major Benson (E-U) with Charlton Heston & Julie Adams.

ORPHEUM
Land of the Pharaohs (WB) C'Scope & WarnerColor with Jack Hawkins.

ST. JOHN

PARAMOUNT
Interrupted Melody (MGM) C'Scope & Color with Glenn Ford & Eleanor Parker.

CAPITOL
Land of the Pharaohs (WB) C'Scope & WarnerColor with Jack Hawkins.

STRAND
The Private War of Major Benson (E-U) with Charlton Heston & Julie Adams.



Eleanor Parker on loan from Metro, to co-star with Frank Sinatra in the United Artists release, "The Man With The Golden Arm." RKO picks "The Brave Ones," as final title for their C'Scope production "The Young and the Brave" filmed in Mexico.

Newest production at JARO's Pinewood Studios is "Simon and Laura," which teams up for the first time Kay Kendall and Peter Finch in the title roles. Universal has come up with a new publicity angle, Jose Ferrer, star of "The Shrike," has been interviewed by Boston and Philadelphia critics via the long-distance phone, and reports highly successful results.

Columbia topcasts Dennis Morgan and Patricia Medina for the Sam Katzman production "The Uranium Story." Allied Artists have completed filming on the Dane Clark starrer, "Toughest Man Alive."

Producer Buddy Adler in New York attending gala premiere of "Love Is A Many Splendored Thing," the 20th-Fox vehicle starring William Holden and Jennifer Jones. Paramount will bring to the screen in 1956 "Gertrude Lawrence as Mrs. A," this best-selling biography will have the collaboration of Melville Shavelson directing and Jack Rose producing.

Star Susan Hayward and director Daniel Mann in New York to film scenes for the Lillian Roth biog, "I'll Cry Tomorrow," for Metro. Republic assigns Edward Ludwig to produce and direct one of their latest acquisitions, "The Quicksilver Pool."

Warner's "The Animal World," in production for almost a year and a half, now geared for Christmas release. More than 500 extras reporting to Universal for ballroom sequences in "The Benny Goodman Story."

George Gobel will share honors in two song and dance numbers with Mitzi Gaynor in his first picture for Paramount. UA's "Comanche" adventure drama starring Dana Andrews, will be filmed in its entirety in Durango, Mexico.

Alan Ladd announces purchase of suspense story "All Through the Night," as his next Jaguar production for Warners.

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is
the



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**“A treat on two counts...Hepburn and
Venice!”—AMERICAN**

“Magnificent feeling and skill!”

—N. Y. TIMES

**“Rossano Brazzi should tickle the fancy
of any woman!”—NEW YORKER**

LOPERT FILM PRODUCTIONS present

katharine hepburn
rossano brazzi
in DAVID LEAN'S
PRODUCTION of
summertime

Color by Technicolor

with DARREN MCGAVIN and ISA MIRANDA • Produced by
ILEYA LOPERT Directed by DAVID LEAN • Screenplay by
DAVID LEAN and H. E. BATES Based on Arthur Laurents'
“The Time of the Cuckoo,” produced on the Broadway stage by Robert
Weisbord and Walter Fried • Filmed on location in Venice, Italy

**THRU
UA**